AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims

1. (Currently Amended) An electronic catalogue system for displaying on one screen an image of a commercial product and ~~a~~ an image of an article for comparison in order for a viewer of the one screen to acquire a visual recognition of the size of the commercial product as compared to the size of the article for comparison, comprising:

reader for reading three-dimensional data of the commercial product and three-dimensional data of the article for comparison;

observation image generator for generating an observation image in which the image of the commercial product and the image of the article for comparison are located at predetermined positions based on the read three-dimensional data of the commercial product and three-dimensional data of the article for comparison; and

displaying device for displaying the generated observation image, said displaying device including said one screen, wherein

the image of the commercial product and the image of the article for comparison are displayed under a same scale on said one screen of the displaying device, and

the article for comparison is grouped and the comparison article group corresponding to the types of the displayed commercial products is selected.

2. (Previously Presented) The electronic catalogue system according to claim 1, further comprising:

designator for designating a rotation axis and an angle of rotation; and

rotating device for rotating the observation image based on the designated rotation axis and the designated angle of rotation.

3. (Currently Amended) The electronic catalogue system according to claim 1, further comprising:

designator for designating a rotation axis and an angle of rotation for each one of the commercial product and the article for comparison; and

rotating device for rotating the image of the commercial product or the image of the article for comparison based on the designated rotation axis and the designated angle of rotation.

4. (Previously Presented) The electronic catalogue system according to claim 1, further comprising:

dispose device for automatically selecting the article for comparison in accordance with a type and a size of the commercial product.

5. (Previously Presented) The electronic catalogue system according to claim 1, further comprising:

article for comparison storing device for storing three-dimensional data of a plurality of articles for comparison; and

selector for selecting the three-dimensional data of one article for comparison from the article for comparison storing device,

wherein the reader reads the three-dimensional data of the selected article for comparison.

6. (Previously Presented) The electronic catalogue system according to claim 1, further comprising:

product storing device for storing a product information regarding features of the commercial product, said product information being associated with the three-dimensional data of the commercial product,

wherein the displaying device displays the observation image together with the product information which corresponds to the image of the commercial product which is included in the observation image.

7. (Currently Amended) A server used in an electronic catalogue system for displaying on one screen an image of a commercial product and an image of an article for comparison in order for a viewer of the one screen to acquire a visual recognition of the size of the commercial product as compared to the size of the article for comparison, the server comprising;

three-dimensional data storing device for storing three-dimensional data of the commercial product and three-dimensional data of the article for comparison;

image generator for generating an observation image including the image of the commercial product and the image of the article for comparison, the image of the commercial product and the image of the article for comparison being based on the three-dimensional data of

the commercial product and the three-dimensional data of the article for comparison stored in the three-dimensional data storing device; and

sender for sending the generated image of the commercial product and the generated image of the article for comparison, wherein

the image of the commercial product and the image of the article for comparison are displayed under a same scale on said one screen, and

the article for comparison is grouped and the comparison article group corresponding to the types of the displayed commercial products is selected.

8. (Currently Amended) A computer program product for a terminal apparatus, used in an electronic catalogue system, for displaying on one screen an image of a commercial product and ~~a~~ an image of an article for comparison in order for a viewer of the one screen to acquire a visual recognition of the size of the commercial product as compared to the size of the article for comparison, the computer program product comprising:

a computer readable storage medium having a computer program stored thereon for causing the terminal apparatus to execute the operations of:

reading three-dimensional data of the commercial product and three-dimensional data of the article for comparison,

generating an observation image in which the commercial product and the article for comparison are located at predetermined positions based on the read three-dimensional data of the commercial product and three-dimensional data of the article for comparison, and

displaying the generated observation image on said one screen, wherein

the image of the commercial product and the image of the article for comparison are displayed under a same scale on said one screen, and

the article for comparison is grouped and the comparison article group corresponding to the types of the displayed commercial products is selected.

9. (Cancelled)

10. (Currently Amended) A computer program product for a terminal apparatus, used in an electronic catalogue system, for displaying ~~a~~ an image of a commercial product on a screen and an image of an article for comparison in order for a viewer of the screen to acquire a visual recognition of the size of the commercial product as compared to the size of the article for comparison, the computer program product comprising:

a computer readable storage medium having a computer program stored thereon for causing the terminal apparatus to execute the operations of:

reading data for generating the image of the commercial product and data for generating the image of the article for comparison,

generating an observation image in which the commercial product and the article for comparison are located at predetermined positions based on respective read data, and

changing a positional relationship between the commercial product and the article for comparison and updating the observation image, wherein

the image of the commercial product and the image of the article for comparison are displayed under a same scale on said screen, and

the article for comparison is grouped and the comparison article group corresponding to the types of the displayed commercial products is selected.

11. (Previously Presented) The computer program product according to claim 10, wherein the computer program further causes the terminal apparatus to execute the operation of:

automatically selecting the article for comparison in accordance with a type and a size of the commercial product.

12. (Cancelled)

13. (Currently Amended) A computer program product for a terminal apparatus, used in an electronic catalogue system, for displaying on a screen ~~a~~ an image of a first commercial product, an image of a second commercial object and an image of an article for comparison in order for a viewer of the screen to acquire a visual recognition of the size of the first and second commercial products as compared to the size of the article for comparison, the computer program product comprising:

a computer readable storage medium having a computer program stored thereon for causing the terminal apparatus to execute the operations of:

reading data for generating ~~a~~ the image of a first commercial product and ~~a~~ the image of a second commercial product; and

generating an observation image in which the first and second commercial products and an article for comparison are located at predetermined positions based on respective read data, wherein

the images of the first and second commercial products and the image of the article for comparison are displayed under a same scale on said screen, and

the article for comparison is grouped and the comparison article group corresponding to the types of the displayed commercial products is selected.

14. (Cancelled)

15. (Previously Presented) The electronic catalogue system according to claim 1, wherein

a display magnification for the article for comparison is calculated based on the size of the article for comparison, and both the size and a display magnification of the displayed commercial product, and

the article for comparison is displayed at a predetermined position within the observation image based on the calculated display magnification.

16. (Previously Presented) The server according to claim 7, wherein

a display magnification for the article for comparison is calculated based on the size of the article for comparison, and both the size and a display magnification of the displayed commercial product, and

the article for comparison is displayed at a predetermined position within the observation image based on the calculated display magnification.

17. (Previously Presented) The computer program product according to claim 8, wherein

a display magnification for the article for comparison is calculated based on the size of the article for comparison, and both the size and a display magnification of the displayed commercial product, and

the article for comparison is displayed at a predetermined position within the observation image based on the calculated display magnification.

18. (Previously Presented) The computer program product according to claim 10, wherein

a display magnification for the article for comparison is calculated based on the size of the article for comparison, and both the size and a display magnification of the displayed commercial product, and

the article for comparison is displayed at a predetermined position within the observation image based on the calculated display magnification.

19. (Previously Presented) The computer program product according to claim 13, wherein

a display magnification for the article for comparison is calculated based on the size of the article for comparison, and both the size and a display magnification of the displayed first and second commercial products, and

the article for comparison is displayed at a predetermined position within the observation image based on the calculated display magnification.

20. (New) The electronic catalogue system according to claim 1, wherein one article for comparison corresponding to the size of the commercial product is selected from the articles for comparison which are included in the selected comparison article group.

21. (New) The server used in an electronic catalogue system according to claim 7, wherein one article for comparison corresponding to the size of the commercial product is selected from the articles for comparison which are included in the selected comparison article group.

22. (New) An electronic catalogue system for displaying on one screen a image of a commercial product and an image of an article for comparison in order for a viewer of the one screen to acquire a visual recognition of the size of the commercial product as compared to the size of the article for comparison, comprising:

reader for reading three-dimensional data of the commercial product and three-dimensional data of the article for comparison;

observation image generator for generating an observation image in which the image of the commercial product and the image of the article for comparison are located at predetermined positions based on the read three-dimensional data of the commercial product and three-dimensional data of the article for comparison; and

displaying device for displaying the generated observation image, said displaying device including said one screen, wherein

the image of the commercial product and the image of the article for comparison are displayed under a same scale on said one screen of the displaying device,

the image of the commercial product and the image of the article for comparison do not overlap with each other in an observation window, and

the observation image does not deviate from the observation window.